

Propositions

28th International On-line Trade Fair of Practice Enterprises

organised by the student company Antre, s. r. o.,
at Business Academy, Prague 10, Heroldovy sady

Theme of the fair:
H₂O – it cannot be done without water



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1 INTERNATIONAL ON-LINE TRADE FAIR OF PRACTICE ENTERPRISES IN PRAGUE

1.1 TIME SCHEDULE OF THE ON-LINE TRADE FAIR FOR THE EXHIBITORS

The on-line fair will be only two days long.

The on-line fair will take place on **22nd – 23rd March 2023.**

The conditions below are binding.

Wednesday 22nd March 2023

09:00 – 14:00 – Start of the on-line fair, cultural programme

Thursday 23rd March 2023

09:00 – 14:00 – Company presentations, cultural programme

2 PLAN OF COMPETITIONS AT THE TRADE FAIR

General conditions:

- If a company wants to be evaluated, companies must be connected online throughout the trade fair
- Every company must trade at the trade fair

Basic information:

- Evaluation of competitions will take place during trade fair
- The evaluators are teachers who register via the registration form and students of Antre, s. r. o.

Plan of competitions for the ONLINE trade fair



3 CONDITIONS OF COMPETITIONS

3.1.1 BEST COMPANY OF THE FAIR

General conditions:

- at the online trade fair, it is necessary **to participate in all four mandatory competitions** (Best catalogue competition, Best presentation competition, Best commercial spot competition, 90 second in the elevator)

3.1.2 BEST CATALOGUE COMPETITION

Please send the catalogue in PDF format **by 20th February 2023** to the organiser's e-mail, antre@heroldovysady.cz.

Conditions:

- the catalogue must be original (any of the previous years must not be used, even if the subject of your activity has not changed)
- the catalogue must be created by students working in the company
- currency compliance (CZK, EUR)
- use of official language and English

Evaluation process:

- grammatical and stylistic correctness
- originality and graphic design
- interesting offers
- comprehension
- overall impression
- currency compliance (CZK, EUR)
- keeping the file's name "nameofthecompany_catalogue.pdf"

3.1.3 BEST PRESENTATION COMPETITION

Deadline for sending a presentation in an electronic form **is February 20th 2023**, send it to the email of Antre, s. r. o. (antre@heroldovysady.cz). Presentations sent after this deadline will not be included in the best company competition of the trade fair.

Please, do send presentations larger than 10 MB through the “uschovna.cz” website. Presentations will always be played at the trade fair, whether they take place in person in Prague or online.

Conditions:

- minimum number of shots is 6, maximum number of shots is 12
- the presentation must be created by students of a fictitious company
- use only Microsoft Powerpoint (in .pptx format is available for playback)
- your presentation can't contain videos, music, or spoken word

Evaluation process:

- grammatical and stylistic correctness
- originality
- graphic design
- overall impression
- the value of information
- keeping the file's name "nameofthecompany_presentation.pdf"

3.1.4 BEST COMMERCIAL SPOT COMPETITION

Deadline for sending a commercial spot in an electronic form is **February 27th 2023**, send it to the email of Antre, s. r. o. (antre@heroldovysady.cz).

Conditions:

- Your company's commercial spot must be 20 to 30 seconds long
- Only students working in the company must participate in the creation of the commercial spot
- Submitted commercial spots will be played at the trade fair during the cultural programme
- the video should be sent in MP4 or AVI format

Evaluation process:

- quality of processing and quality of performance (video sophistication and quality, sound quality, overall visual and audio impression)
- creativity and originality (Have you seen anything similar? Is the commercial distinctive/sophisticated?)
- Content quality (What did we learn from the spot? Are they promoting a product, a company, or what are they promoting? Did the spot attract our attention, or did it bore us like every other spot in the media?)
- Keeping the length of 20 to 30 seconds

3.1.5 90 SECONDS IN THE ELEVATOR (CEFIF COMPETITION)

The competition will be on-line in the Gather Town app. A random encounter between a foreigner and a member of a fictitious company who introduces him to his fictitious company within a period of 90 seconds. Since it is a random meeting in an elevator, it is possible to use only what one can normally carry to a business or any other meeting.

There are 2 participants who present the company together to a foreigner who does not show himself in any way. The second possibility is that one of the contestants is presenting and the other plays a stranger.

Each competing company will receive a certificate of participation from PEN Worldwide.

Conditions:

- Participation of two members of the company
- Presentation tools can't be used

- All interviews will take place in English at the trade fair in Prague or in the online environment
- Keeping the time limit

Evaluation process:

- Knowledge of English
- Emphasising the important information about the company

3.1.6 THE BEST BUSINESS FLYER COMPETITION

The contest is intended for all participants of the 28th International Trade Fair of Student Firms in Prague (hereinafter referred to as the “28th ITFSF”) with the aim to promote and subsequently evaluate the best business flyer - an offer of a fictitious firm thematically focused on Easter. The evaluation will be given not only by an expert panel but also by the participants themselves, i.e. by the fictitious firms of the 28th ITFSF.

Conditions:

- Create an electronic flyer, A4 size, one page, save it in pdf.
- The content of the electronic flyer shall be a promo of the products/services of your fictitious firm, specially created for the 28th ITFSF and thematically focused on Easter.
- Send the electronic flyer as an email attachment to antre@heroldovysady.cz no later than by 28 February 2023, 23:59. In the subject of the email state “Flyer 28th ITFSF - name of your fictitious firm”.
- The top ten electronic flyers, as evaluated by the expert panel of the contest announcer (50% weight of the evaluation) and participants of the fair (50% weight of the evaluation - for the procedure see the next point) will be according to the programme of the 28th ITFSF evaluated live by the contest announcer.
- From 6 March 2023, all business flyers will be published on the website of the MU Bank (www.mubanka.cz). Each participant of the fair (a fictitious company) can participate in the evaluation of the business flyers of the participants of the contest (except for their own flyer) by allocating 9 points to the flyer which is in their opinion the best, 7 points to the flyer that placed second, and 5 points to the flyer that placed third. The evaluation will be done through an electronic form which every participant of the contest - fictitious firm may download as of 6 March 2023 from the website of the MU Bank. A fictitious firm - a participant of the 28th ITFSF may give the evaluation only once and it must be sent from the email address of the fictitious firm and it must be confirmed by the teacher of the fictitious firm at radek.maxa@mup.cz no later than by 13 March 2023, 23:59, the subject of the email: “Evaluation of Flyer - name of the fictitious firm”.

The subject of the business flyer evaluation - the evaluation criteria of the expert panel: •
graphical design of the flyer,

- originality and impression on the customer,
- content (thematic focus of the offer) and completeness of information,
- convincingness,
- overall impression.

- According to the programme of the fair, the top ten electronic leaflets will be evaluated live by the members of the evaluation committee during the fair as part of the announcement of the results.

Application to the contest: does not need to be filled in, every participant of the 28h International On-line Trade Fair of Student Firms in Prague who complies with the conditions of the contests and by 28 February 2023 sends his contest contribution is automatically registered into the contest - see the Conditions of the contest.

Prizes for winners: firms placed 1st, 2nd and 3rd will receive interesting material prizes from Metropolitan University Prague and Metropolitan University Bank.

3.1.7 VOLUNTARY PARTICIPATION

A novelty that this year of the trade fair is about to bring, will be monthly environmental challenges. You will receive more information by email at the beginning of each month. The challenges will cover the following months: December, January, February.

Participation in these challenges is voluntary. The results will not be subject to evaluation and will not be reflected in the evaluation in the Best Company category of the trade fair.

3.2 ANNOUNCEMENT OF COMPETITIONS RESULTS

The results will be announced online during the closing ceremony on 24th March 2023. Prizes will be sent to the winners by a postal service.

4 GENERAL INFORMATION

4.1 INFORMATION ON HOW TO APPLY

Binding application for the trade fair

Deadline for the registration to the trade fair is **16th December 2022**.

Fill in the application form **electronically** using the binding application form available on our website www.antreprague.cz. The registration form includes all the necessary applications (application for the trade fair, application for competitions and application for the cultural programme).

INSTRUCTIONS FOR COMPLETING THE BINDING APPLICATION

1. On the website of Antre, s. r. o., select **the option "Registration"**,
2. Fill in all fields,
3. Submit your application.

We will confirm if the application was received by email within 7 working days.

The application is binding!

4.2 PAYMENT

Real payment for the participation fee for the online trade fair

- The participation fee can be paid either **in CZK or EUR by bank transfer**
- The participation fee must be paid either by transfer to the bank account of the registered association "ICSF" – No. 0283384349/0800, Česká spořitelna, a. s., Prague 10, or by **IBAN number: CZ98080000000000283384349. As a variable symbol, please indicate the invoice number that you will receive from us by post during the months of January and/or February 2023.**
- The real participation fee is **CZK 500 (EUR 20) for each company.**
- Companies that do not pay the fee by the due date (according to the invoice) will be excluded from the trade fair.
- **If the trade fair is online and the company will have paid the fee for the fair in Prague, the difference in the participation fee will be refunded.**

4.3 CANCELLATION OF PARTICIPATION

In case of cancellation of participation done by you, we charge within the deadline:

until 15th February 2023 – cancellation fee **50%** of the participation fee.

after 15th February 2023 – cancellation fee **100%** of the participation fee.

5 CULTURAL PROGRAMME

The theme of the upcoming 28th International On-line Trade Fair of practice enterprises is

H₂O – it cannot be done without water

Throughout the fair, there will be a cultural programme in which exhibitors can also participate, for example, in dance performances, singing, presentations and other cultural activities.

You can sign up to perform in the cultural programme via a binding application on the website of Antre, s. r. o., www.antreprague.cz.

6 BINDING DEADLINES

20th February 2023

- deadline for the submission of competition presentations
- deadline for the submission of competition catalogues in an electronic version
- the latest date of obtaining the real invoice from Antre, s. r. o., payable within 14 days

28th February 2023

- deadline for the submission of competition commercial spots

21st February 2023

- sending an electronic version of the catalogue

9th March 2023

- the last due date of the real invoice from Antre, s. r. o., in favour of the registered ICSF association

22nd – 24th March 2023

- date of the 28th International Fair of Practice Enterprises in Prague

7 IMPORTANT NOTICES

- without a valid fictitious company code, it is not possible to attend the fair – your company can find out the code at the national headquarters, the Czech company at CEFIF
- wi-fi connection will not be available in the hall during the trade fair
- we will confirm your registration electronically within 7 working days
- the company will appear on the website of Antre, s. r. o., in the "registered companies" folder within 7 days after the confirmation of the processing of the application
- the expected capacity of the exhibition pavilion is 120 stands, of the online form it is 120 companies
- if the capacity is full, the date of receipt of payment will be decisive, late applications will be included among the substitutes

Please follow our website where we will keep you posted.

For more information, please call +420 271 742 313, or +420 775 882 711, **every Monday from 2:30 pm to 4:00 pm.**

Website: <http://www.antreprague.cz>

Facebook: <https://www.facebook.com/antreprague>

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***We are looking forward to meeting you
at the 28th International On-line Trade Fair of Practice
Enterprises 2023.***

Prague. 9th January

Arsen Tadaš

Director of Antre, s. r. o

